

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

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|   |  |                         |   |               |   |
|---|--|-------------------------|---|---------------|---|
| 253477  | AGENCY (OR SERVICE) ACTING AS AGENT FOR 168364 |                         | ADVERTISER (OR AGENCY AND ADVERTISER)   |               | Cancellation Notice<br><br>Required<br><br>Announcement 28 days<br><br>prior notice |
| NAME  | NATIONAL MEDIA RESEARCH PLANNING               |                         | NATIONAL REPUBLICAN CONGRESSIONAL COMM. |               |   |
| AND   | 815 Slaters Ln                                 |                         | 320 1st St SE                           |               |   |
| ADDRESS   | Alexandria                                     | VA 22314-1219           | Washington                              | DC 20003-1838 |   |
|   | USA  |                         | USA                                     |               |   |
| CONTACT   |  |                         | PRODUCTTV OCT 19-25 ADDS                |               |   |
| LOCAL SALESPERSON   | Brian Butz-1                                   | AGENCY EST. NO.<br>2954 | PRODUCT CODE 1310                       |               |   |
| NATIONAL SALESPERSON  |  |                         |   |               |   |
| BROADCAST SCHEDULE STARTING 10/19/12 AND ENDING 10/25/12 NO. WEEKS: 1 |  |                         |   |               |   |

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| Ethnicity  |         | SPOTS<br>PWK. | TIME   |        | LENGTH | EFFECTIVE DATES                        | PROGRAMS             | TOTAL<br>BDCST. | UNIT RATE | TOTAL VALUE(1) |
|--|---------|---------------|--------|--------|--------|--|----------------------|-----------------|-----------|----------------|
| ITEM   | DAYS    |               | FROM   | TO     |        |  |                      |                 |           |                |
| PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY NRCC |         |               |        |        |        |  |                      |                 |           |                |
| 1  | 10101.. | 1<br>2        | 05:58A | 07:00A | 30S    | 10/19/12-10/19/12<br>10/22/12-10/24/12 | THIS MORNING 6-7AM   | 3               | 750.00    | 2250.00        |
| 2  | Sa      | 1             | 07:58A | 10:00A | 30S    | 10/20/12-10/20/12                      | SAT.CBS MORNING NEWS | 1               | 400.00    | 400.00         |
| 3  | Su      | 1             | 08:58A | 10:28A | 30S    | 10/21/12-10/21/12                      | CBS SUN MORN         | 1               | 800.00    | 800.00         |
| 4  | 10100.. | 2             | 04:00P | 04:30P | 30S    | 10/22/12-10/24/12                      | 4-430PM NEWS         | 2               | 850.00    | 1700.00        |
| 5  | 11110.. | 4             | 04:30P | 05:00P | 30S    | 10/22/12-10/25/12                      | 430-5PM NEWS         | 4               | 850.00    | 3400.00        |
| 6  | 00111.. | 1<br>2        | 05:00P | 05:30P | 30S    | 10/19/12-10/19/12<br>10/24/12-10/25/12 | 5-530PM NEWS         | 3               | 1025.00   | 3075.00        |
| 7  | 00011.. | 1             | 05:30P | 06:00P | 30S    | 10/19/12-10/25/12                      | 530-6PM NEWS         | 2               | 1025.00   | 2050.00        |
| 8  | F       | 1             | 05:58P | 06:30P | 30S    | 10/19/12-10/19/12                      | M-F 6PM NEWS         | 1               | 1300.00   | 1300.00        |
| 9  | 10011.. | 1<br>2        | 06:30P | 07:00P | 30S    | 10/19/12-10/19/12<br>10/22/12-10/25/12 | M-F 630PM NEWS       | 3               | 1300.00   | 3900.00        |
| 10   | 11110.. | 4             | 07:30P | 07:58P | 30S    | 10/22/12-10/25/12                      | THE INSIDER          | 4               | 775.00    | 3100.00        |
| 11   | T       | 1             | 10:00P | 11:00P | 30S    | 10/23/12-10/23/12                      | VEGAS                | 1               | 4000.00   | 4000.00        |
| 12   | W       | 1             | 08:58P | 10:00P | 30S    | 10/24/12-10/24/12                      | CRIMINAL MINDS       | 1               | 6000.00   | 6000.00        |
| 13   | Th      | 1             | 09:00P | 10:00P | 30S    | 10/25/12-10/25/12                      | PERSON OF INTEREST   | 1               | 4500.00   | 4500.00        |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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| 253477  | AGENCY (OR SERVICE) ACTING AS AGENT FOR 168364 | ADVERTISER (OR AGENCY AND ADVERTISER)   | <b>Cancellation Notice Required</b><br>Announcement 28 days prior notice |
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| AND   | 815 Slaters Ln                                 | 320 1st St SE                           |  |
| ADDRESS   | Alexandria VA 22314-1219<br>USA                | Washington DC 20003-1838<br>USA         |  |
| CONTACT   | PRODUCT TV OCT 19-25 ADDS                      |   |  |
| LOCAL SALESPERSON   | Brian Butz-1                                   | AGENCY EST. NO. 2954                    | PRODUCT CODE 1310  |
| NATIONAL SALESPERSON  |  |   |  |
| BROADCAST SCHEDULE STARTING 10/19/12 AND ENDING 10/25/12 NO. WEEKS: 1 |  |   |  |

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| ITEM            | DAYS    | SPOTS PWK. | TIME   |        | LENGTH | EFFECTIVE DATES                        | PROGRAMS                  | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|-----------------|---------|------------|--------|--------|--------|--|---------------------------|--------------|-----------|----------------|
|                 |         |            | FROM   | TO     |        |  |                           |              |           |                |
| 14              | Th      | 1          | 10:00P | 11:00P | 30S    | 10/25/12-10/25/12                      | ELEMENTARY                | 1            | 5000.00   | 5000.00        |
| 15              | F       | 1          | 11:00P | 11:35P | 30S    | 10/19/12-10/19/12                      | 11PM NEWS                 | 1            | 2750.00   | 2750.00        |
| 16              | 11111.. | 1<br>4     | 11:35P | 12:37A | 30S    | 10/19/12-10/19/12<br>10/22/12-10/25/12 | 11:35P-12:37A - LETTERMAN | 5            | 650.00    | 3250.00        |
| Total Contract: |         |            |        |        |        |  |                           | 34           |           | 47475.00       |
| Billing Summary |         |            |        |        |        |  |                           |              |           |                |
| Qtr 4-12        |         |            |        |        |        | Oct                                    | Nov                       | Dec          | Total     |                |
|                 |         |            |        |        |        | 47475.00                               | .00                       | .00          | 47475.00  |                |
| GRAND TOTAL     |         |            |        |        |        |  |                           |              | 47475.00  |                |

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